

Webinar Making Your Application Matter

NOTES

Here is the outline of the call:

- A. Letter of Intent
- B. Agency Capacity
- C. Program Plan
- D. Budget

Underneath these big topics are details that are keys to submitting a high quality application.

A. Letter of Intent:

Letters of Intent are often used by organizations to obtain funding. While each letter of intent is may be different for each type of funding stream, the structure follows a general trend.

1. The intent to apply for funding and how much
2. The alignment of funder and grantee mission and vision
3. Who you're providing services to and what services you are providing
4. Some organizations add awards and honors
5. Some funding organization have a specific application sheet that needs to be field

B. Agency capacity:

- a. What we are looking is the history of your agency, your agency's service to the target population and the kind of collaboration you have with your partners. Make sure that your Memoranda of Agreement contain as much detail as possible to illustrate the type of relationship you have with your partner/s.

1. Linkage-to-Care/ Coordination and Referral

- a. Focus on how clients' access to relevant medical and supportive services.
- b. Establish whether you provide these services directly or through coordinating with another agency. Think about the following:
- c. What does the flow look like inside and/or outside the organization?
- d. What kind of relationship do you have with your partner/s?
- e. How are these services provided?
- f. Focus on these key questions: WHO are being served, WHAT services are being served, ILLUSTRATE the importance of the partnership/s. Think about the type of service integration you have as an agency.

2. Evaluation and Quality Assurance

- a. QA is intended to be helpful to both grantee and HAPIS. It is not supposed to be punitive. QA is intended to:
- b. Make sure we, both grantees and MDCH, understand the type of services we provide to the public

- c. Figure out how responsive our services are to the needs and priorities of the community
- d. To make sure that grantees and MDCH are aware what technical assistance are needed
- e. Build local capacity to evaluate the effectiveness of the proposed intervention
- f. To make sure we share best practices to each other
- g. What does QA look like in action:
 - i. Consistent and standardized
 - ii. Communicated in a timely manner
 - iii. Could include visits, consultations and observations
- h. Ask yourself these questions:
 - i. How do you make sure that you deliver high-quality services to your audiences?
 - ii. What information are you going to collect in order to inform the way your program is refined and/or redirected?

For more information, consult the Quality Assurance Standards for HIV Prevention Interventions published by HAPIS/MDCH.

C. Program Plan

1. **Statement of Need:** In this section, we need you to focus on the following elements:
 - b. Who are your targets?
 - c. How is you target affected by HIV?
 - d. What does your target need?
 - e. What gaps in services do you see in your community in relation to your targets?
 - f. What you are going to need in order to provide substantial and relevant answers:
 - i. Population segmentations
 - ii. Specific epidemiological data to illustrate impact (LOCAL)
 - iii. Illustrate disparities if specific to your application
 - iv. What specific needs?
 - v. Support your statement using local needs assessments. Describe the process.
2. **Proposed Intervention**
 - a. At this point, you already know who your targets are, you have illustrated how your target is affected by HIV, you have illustrated disparities, you have identified the needs and you have used local data to support your position/s.
 - b. In this section, we are looking to YOUR response to the result/s of your assessments. What intervention do you propose to put in place to respond to the identified need/s.?

- c. Describe the activities, format, and model that you propose. Provide a summary of the intervention. Some interventions are published and supported by the CDC and some are homegrown. Describe the adaptations you are going to make for the published interventions. If you are going to implement a local unpublished intervention, make sure to attach a copy of the curricula or protocol/s.
- d. Make sure that you describe the evidence of the proposed intervention. Make sure to include behavioral theory, previous evaluation, adaptations and documents/processes that illustrate the effectiveness of the intervention.
- e. Describe adaptations. Illustrate the reasons for adaptations. Is it appropriate? Is it a significant change?
- f. Describe outcomes you expect. Increase in condom use? Intentions.
- g. Make sure that you make the connection between the identified NEED and your intervention. What contingency plan do you have in case the results do not match with your expectations?

3. Service Delivery: The Intervention in action/ on the ground

- a. Where are you going to implement? In addition to answering this question, make sure that you provide a rationale for your decision. This is about picking a geographic area and drilling down to smaller venues. Indicate whether it's a bar or community center. Make sure to include letter of support or MOA from the partner.
- b. How are you going to enroll participants to your intervention? Illustrate your strategies. How are you going to recruit people?
- c. How are you making sure that people come back? What strategies have worked in the past?
- d. Make sure that your approaches are culturally competent.
- e. So you have picked the area, developed strategies to enroll people, and made sure that you have a plan to retain clients. When are you going to start the intervention? You need to start 3 months after the award. The same applies to those who are funded to continue an intervention.
- f. Let's move on Process Objectives. What we are looking for is a way to measure specific results related to the proposed services. Your objectives should specify how many number of events and the number of participants in your events.
- g. Make sure to include a staffing plan.

S.M.A.R.T. Goals

WORKPLAN DEVELOPMENT

- D. **Your budget narrative** should be based on each proposed target population. You are expected to produce a single budget narrative. What you are going to spend the funds on, how, and what is your reasoning for such expenditures.

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